

INVOICE



WPBF
3970 RCA Boulevard
Suite 7007
Palm Beach Gardens, FL 33410
Main: (561)694-2525
Billing: (407)389-7661

www.thewpbfchannel.com

Billing Address:

Mentzer Media Services
Attention: Accounts Payable
600 Fairmont Ave
Suite 306
Towson, MD 21286

Invoice #	Invoice Date	Invoice Month	Invoice Period
933816-1	10/21/12	October 2012	10/01/12 - 10/15/12

Station	Account Executive	Sales Office	Sales Region
WPBF	Mica Hansen	HRP - Washington	National

Advertiser	Product	Estimate Number
American Crossroads	AMERICAN CORSSROADS	1776

Flight Dates	Order #	Alt Order #
10/09/12 - 10/15/12	933816	06228286

Billing Calendar	Billing Type	Deal #
Broadcast	Cash	

Special Handling

IDB #	Advertiser Code	Product Code
1021		

Agency Ref	Advertiser Ref

Send Payment To:

WPBF
PO Box 26885
Lehigh Valley, PA 18002-6885

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/Week	Rate	Type
1	10/09/12	10/12/12	Good Morning America	7-9AM	-TWTF--	:30	4	\$475.00	NM
Class of Time - Pre-emptible with notice									
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u>									
10/08/12 10/14/12 -TWTF-- 4 \$475.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
7 WPBF Tu 10/09/12 7:59 AM Good Morning America 7-9AM :30 FLSNTV03ACH \$475.00 NM									
2 WPBF W 10/10/12 8:49 AM Good Morning America 7-9AM :30 USPRTV20ACH \$475.00 NM									
3 WPBF Th 10/11/12 9:00 AM Good Morning America 7-9AM :30 USPRTV20ACH \$475.00 NM									
5 WPBF F 10/12/12 9:00 AM Good Morning America 7-9AM :30 USPRTV20ACH \$475.00 NM									
2	10/09/12	10/12/12	10-11a Anderson Cooper 10-11a		-TWTF--	:30	4	\$250.00	NM
Class of Time - Pre-emptible with notice									
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u>									
10/08/12 10/14/12 -TWTF-- 4 \$250.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
3 WPBF Tu 10/09/12 10:32 AM 10-11a Anderson Cooper 10-11a :30 FLSNTV03ACH \$250.00 NM									
2 WPBF W 10/10/12 10:46 AM 10-11a Anderson Cooper 10-11a :30 USPRTV20ACH \$250.00 NM									
1 WPBF Th 10/11/12 10:23 AM 10-11a Anderson Cooper 10-11a :30 USPRTV20ACH \$250.00 NM									
4 WPBF F 10/12/12 10:21 AM 10-11a Anderson Cooper 10-11a :30 USPRTV20ACH \$250.00 NM									
3	10/09/12	10/12/12	WPBF News 25 @ Noon 12pm-1230pm		-TWTF--	:30	4	\$275.00	NM
Class of Time - Pre-emptible with notice									
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u>									
10/08/12 10/14/12 -TWTF-- 4 \$275.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
2 WPBF Tu 10/09/12 12:11 PM WPBF News 25 @ Noon 12pm-1230pm :30 FLSNTV03ACH \$275.00 NM									
3 WPBF W 10/10/12 12:22 PM WPBF News 25 @ Noon 12pm-1230pm :30 USPRTV20ACH \$275.00 NM									
1 WPBF Th 10/11/12 12:28 PM WPBF News 25 @ Noon 12pm-1230pm :30 USPRTV20ACH \$275.00 NM									
4 WPBF F 10/12/12 12:22 PM WPBF News 25 @ Noon 12pm-1230pm :30 USPRTV20ACH \$275.00 NM									
4	10/09/12	10/12/12	M-F 5pm News	5-6pm	-TWTF--	:30	4	\$375.00	NM
Class of Time - Immediately Pre-emptible without notice									
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u>									
10/08/12 10/14/12 -TWTF-- 4 \$375.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
5 WPBF Tu 10/09/12 5:27 PM M-F 5pm News 5-6pm :30 FLSNTV03ACH \$375.00 NM									
2 WPBF W 10/10/12 5:13 PM M-F 5pm News 5-6pm :30 USPRTV20ACH \$375.00 NM									
3 WPBF Th 10/11/12 5:29 PM M-F 5pm News 5-6pm :30 USPRTV20ACH \$375.00 NM									
7 WPBF F 10/12/12 5:15 PM M-F 5pm News 5-6pm :30 USPRTV20ACH \$375.00 NM									

This invoice is subject to Hearst Television's Terms and Conditions which can be reviewed on our company website at www.hearsttelevision.com/for_advertisers

We warrant that the actual broadcast information shown on this invoice was taken from the program log

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Lehigh Valley, PA 18002-6885

Invoice #	Invoice Date	Invoice Month	Invoice Period
933816-1	10/21/12	October 2012	10/01/12 - 10/15/12
Advertiser	Product	Estimate Number	
American Crossroads	AMERICAN CORSSROADS	1776	

www.thewpbfcchannel.com

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
4	10/09/12	10/12/12	M-F 5pm News Class of Time - Immediately Pre-emptible without notice	5-6pm	-TWTF--	:30	4	\$375.00	NM
5	10/09/12	10/12/12	WPBF News 25 @ 6:00PM Class of Time - Immediately Pre-emptible without notice	6-6:30PM	-TWTF--	:30	3	\$450.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u>									
10/08/12 10/14/12 -TWTF-- 3 \$450.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
2 WPBF Tu 10/09/12 6:11 PM WPBF News 25 @ 6:00PM 6-6:30PM :30 FLSNTV03ACH \$450.00 NM									
4 WPBF W 10/10/12 WPBF News 25 @ 6:00PM 6-6:30PM :00 \$450.00 NM Credited									
3 WPBF F 10/12/12 WPBF News 25 @ 6:00PM 6-6:30PM :00 \$450.00 NM Credited									
6	10/10/12	10/12/12	Wheel Of Fortune Class of Time - Fixed Non Pre-emptible	7-7:30PM	--WTF--	:30	3	\$2,000.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u>									
10/08/12 10/14/12 --WTF-- 3 \$2,000.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
2 WPBF W 10/10/12 7:07 PM Wheel Of Fortune 7-7:30PM :30 USPRTV20ACH \$2,000.00 NM									
1 WPBF Th 10/11/12 7:19 PM Wheel Of Fortune 7-7:30PM :30 USPRTV20ACH \$2,000.00 NM									
3 WPBF F 10/12/12 7:18 PM Wheel Of Fortune 7-7:30PM :30 USPRTV20ACH \$2,000.00 NM									
7	10/09/12	10/12/12	Jeopardy Class of Time - Fixed Non Pre-emptible	7:30-8PM	-TWTF--	:30	4	\$2,000.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u>									
10/08/12 10/14/12 -TWTF-- 4 \$2,000.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
3 WPBF Tu 10/09/12 7:41 PM Jeopardy 7:30-8PM :30 FLSNTV03ACH \$2,000.00 NM									
1 WPBF W 10/10/12 7:41 PM Jeopardy 7:30-8PM :30 USPRTV20ACH \$2,000.00 NM									
4 WPBF Th 10/11/12 7:53 PM Jeopardy 7:30-8PM :30 USPRTV20ACH \$2,000.00 NM									
2 WPBF F 10/12/12 7:42 PM Jeopardy 7:30-8PM :30 USPRTV20ACH \$2,000.00 NM									
8	10/09/12	10/12/12	Nightline Class of Time - Pre-emptible with notice	11:35-12:05AM	-TWTF--	:30	3	\$350.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u>									
10/08/12 10/14/12 -TWTF-- 3 \$350.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
2 WPBF W 10/10/12 Nightline 11:35-12:05AM :00 \$350.00 NM Credited									
4 WPBF Th 10/11/12 Nightline 11:35-12:05AM :00 \$350.00 NM Credited									
3 WPBF F 10/12/12 Nightline 11:35-12:05AM :00 \$350.00 NM Credited									
9	10/09/12	10/14/12	M-SUN WPBF News 25 @ 11PM Class of Time - Pre-emptible with notice	11:35-12:05AM	-TWTF-S	:30	4	\$500.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u>									
10/08/12 10/14/12 -TWTF-S 4 \$500.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
3 WPBF Tu 10/09/12 11:33 PM M-SUN WPBF News 25 @ 11PM 11:35-12:05AM :30 FLSNTV03ACH \$500.00 NM									
6 WPBF W 10/10/12 11:34 PM M-SUN WPBF News 25 @ 11PM 11:35-12:05AM :30 USPRTV20ACH \$500.00 NM									
5 WPBF F 10/12/12 11:31 PM M-SUN WPBF News 25 @ 11PM 11:35-12:05AM :30 USPRTV20ACH \$500.00 NM									
2 WPBF Su 10/14/12 11:28 PM M-SUN WPBF News 25 @ 11PM 11:35-12:05AM :30 USPRTV20ACH \$500.00 NM									
10	10/12/12	10/12/12	20/20 Class of Time - Pre-emptible with notice	10-11PM	----1--	:30	1	\$1,500.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u>									
10/08/12 10/14/12 ----1-- 1 \$1,500.00									

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Lehigh Valley, PA 18002-6885

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933816-1	10/21/12	October 2012	10/01/12 - 10/15/12
Advertiser	Product	Estimate Number	
American Crossroads	AMERICAN CORSSROADS	1776	

www.thewpbffchannel.com

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
10	10/12/12	10/12/12	20/20 Class of Time - Pre-emptible with notice	10-11PM	----1--	:30	1	\$1,500.00	NM
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WPBF F 10/12/12 20/20 10-11PM :00 \$1,500.00 NM <i>Credited</i>									
11	10/13/12	10/13/12	Sat 6-7am News Class of Time - Pre-emptible with notice	Sat 6-7am	-----1-	:30	1	\$175.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
10/08/12 10/14/12 -----1- 1 \$175.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WPBF Sa 10/13/12 6:40 AM Sat 6-7am News Sat 6-7am :30 USPRTV20ACH \$175.00 NM <i>Credited</i>									
12	10/13/12	10/13/12	GMA Saturday 7-8am Class of Time - Immediately Pre-emptible without notice	Sat 7am-8am	-----1-	:30	1	\$300.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
10/08/12 10/14/12 -----1- 1 \$300.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WPBF Sa 10/13/12 6:59 AM GMA Saturday 7-8am Sat 7am-8am :30 USPRTV20ACH \$300.00 NM <i>Credited</i>									
13	10/13/12	10/13/12	Sat 8-9am News Class of Time - Pre-emptible with notice	Sat 8-9am	-----1-	:30	1	\$300.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
10/08/12 10/14/12 -----1- 1 \$300.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WPBF Sa 10/13/12 8:15 AM Sat 8-9am News Sat 8-9am :30 USPRTV20ACH \$300.00 NM <i>Credited</i>									
14	10/13/12	10/13/12	Sat 7pm News Class of Time - Pre-emptible with notice	7-730pm	-----1-	:30	1	\$275.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
10/08/12 10/14/12 -----1- 1 \$275.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WPBF Sa 10/13/12 Sat 7pm News 7-730pm :00 \$275.00 NM <i>Credited</i>									
15	10/14/12	10/14/12	Sun 6-7am News Class of Time - Pre-emptible with notice	Sun 6-7am	-----1	:30	1	\$125.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
10/08/12 10/14/12 -----1 1 \$125.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WPBF Su 10/14/12 6:44 AM Sun 6-7am News Sun 6-7am :30 USPRTV20ACH \$125.00 NM <i>Credited</i>									
16	10/14/12	10/14/12	GMA Sunday 7-8am Class of Time - Immediately Pre-emptible without notice	Sun 7-8am	-----1	:30	1	\$300.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
10/08/12 10/14/12 -----1 1 \$300.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WPBF Su 10/14/12 7:58 AM GMA Sunday 7-8am Sun 7-8am :30 USPRTV20ACH \$300.00 NM <i>Credited</i>									
17	10/14/12	10/14/12	Sun 9-10am Class of Time - Pre-emptible with notice	9-10am	-----1	:30	1	\$750.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
10/08/12 10/14/12 -----1 1 \$750.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WPBF Su 10/14/12 Sun 9-10am 9-10am :00 \$750.00 NM <i>Credited</i>									
18	10/14/12	10/14/12	Chris Matthews Class of Time - Pre-emptible with notice	Sun 10-10:30AM	-----1	:30	1	\$250.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
10/08/12 10/14/12 -----1 1 \$250.00									

INVOICE

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WPBF
PO Box 26885
Lehigh Valley, PA 18002-6885

Invoice #	Invoice Date	Invoice Month	Invoice Period
933816-1	10/21/12	October 2012	10/01/12 - 10/15/12
Advertiser		Product	Estimate Number
American Crossroads		AMERICAN CORSSROADS	1776

www.thewpbffchannel.com

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
18	10/14/12	10/14/12	Chris Matthews Class of Time - Pre-emptible with notice	Sun 10-10:30AM	-----1	:30	1	\$250.00	NM
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WPBF Su 10/14/12 10:26 AM Chris Matthews Sun 10-10:30AM :30 USPRTV20ACH \$250.00 NM									
19 10/14/12 10/14/12 Sun 630pm News 630-7pm . -----1 :30 1 \$375.00 NM Class of Time - Immediately Pre-emptible without notice									
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
10/08/12 10/14/12 -----1 1 \$375.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WPBF Su 10/14/12 Sun 630pm News 630-7pm :00 \$375.00 NM Credited									
20 10/14/12 -10/14/12 AFV 7-8PM -----1 :30 1 \$850.00 NM Class of Time - Pre-emptible with notice									
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
10/08/12 10/14/12 -----1 1 \$850.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WPBF Su 10/14/12 6:59 PM AFV 7-8PM :30 USPRTV20ACH \$850.00 NM									
21 10/15/12 10/15/12 Good Morning America 7-9AM 1----- :30 1 \$475.00 NM Class of Time - Pre-emptible with notice									
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
10/15/12 10/21/12 1----- 1 \$475.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WPBF M 10/15/12 9:00 AM Good Morning America 7-9AM :30 USPRTV20ACH \$475.00 NM									
22 10/15/12 10/15/12 10-11a Anderson Cooper 10-11a 1----- :30 1 \$250.00 NM Class of Time - Pre-emptible with notice									
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
10/15/12 10/21/12 1----- 1 \$250.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WPBF M 10/15/12 10:49 AM 10-11a Anderson Cooper 10-11a :30 USPRTV20ACH \$250.00 NM									
23 10/15/12 10/15/12 WPBF News 25 @ Noon 12pm-1230pm 1----- :30 1 \$275.00 NM Class of Time - Pre-emptible with notice									
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
10/15/12 10/21/12 1----- 1 \$275.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WPBF M 10/15/12 12:21 PM WPBF News 25 @ Noon 12pm-1230pm :30 USPRTV20ACH \$275.00 NM									
24 10/15/12 10/15/12 M-F 5pm News 5-6pm 1----- :30 1 \$375.00 NM Class of Time - Immediately Pre-emptible without notice									
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
10/15/12 10/21/12 1----- 1 \$375.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WPBF M 10/15/12 5:43 PM M-F 5pm News 5-6pm :30 USPRTV20ACH \$375.00 NM									
25 10/15/12 10/15/12 WPBF News 25 @ 6:00PM 6-6:30PM 1----- :30 1 \$450.00 NM Class of Time - Immediately Pre-emptible without notice									
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
10/15/12 10/21/12 1----- 1 \$450.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WPBF M 10/15/12 WPBF News 25 @ 6:00PM 6-6:30PM :00 \$450.00 NM Credited									
26 10/15/12 10/15/12 Wheel Of Fortune 7-7:30PM 1----- :30 1 \$2,000.00 NM Class of Time - Fixed Non Pre-emptible									
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
10/15/12 10/21/12 1----- 1 \$2,000.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									

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Advertiser	Product	Estimate Number	
American Crossroads	AMERICAN CORSSROADS	1776	

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Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
26	10/15/12	10/15/12	Wheel Of Fortune	7-7:30PM	1-----	:30	1	\$2,000.00	NM
Class of Time - Fixed Non Pre-emptible									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WPBF M 10/15/12 7:14 PM Wheel Of Fortune 7-7:30PM :30 USPRTV20ACH \$2,000.00 NM									
27	10/15/12	10/15/12	Jeopardy	7:30-8PM	1-----	:30	1	\$2,000.00	NM
Class of Time - Fixed Non Pre-emptible									
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
10/15/12 10/21/12 1----- 1 \$2,000.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WPBF M 10/15/12 7:42 PM Jeopardy 7:30-8PM :30 USPRTV20ACH \$2,000.00 NM									
28	10/15/12	10/15/12	Nightline	11:35-12:05AM	1-----	:30	1	\$350.00	NM
Class of Time - Pre-emptible with notice									
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
10/15/12 10/21/12 1----- 1 \$350.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WPBF M 10/15/12 Nightline 11:35-12:05AM :00 \$350.00 NM									
Credited									
29	10/15/12	10/15/12	M-SUN WPBF News 25 @11-11:35PM		1-----	:30	1	\$500.00	NM
Class of Time - Pre-emptible with notice									
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
10/15/12 10/21/12 1----- 1 \$500.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WPBF M 10/15/12 M-SUN WPBF News 25 @ 11PM 11-11:35PM :00 \$500.00 NM									
Credited									
31	10/15/12	10/15/12	The View	11A-12PM	M-----	:30	1	\$475.00	NM
Class of Time - Pre-emptible with notice									
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
10/15/12 10/21/12 M----- 1 \$475.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WPBF M 10/15/12 The View 11A-12PM :00 \$475.00 NM									
Credited									
32	10/15/12	10/15/12	M-F 3-4P	M-F 3-4P	M-----	:30	1	\$350.00	NM
Class of Time - Immediately Pre-emptible without notice									
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
10/15/12 10/21/12 M----- 1 \$350.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
2 WPBF M 10/15/12 3:28 PM M-F 3-4P :30 USPRTV20ACH \$350.00 NM									
33	10/15/12	10/15/12	DWTS	Prime Other	1-----	:30	1	\$5,000.00	NM
Class of Time - Pre-emptible with notice									
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
10/15/12 10/21/12 1----- 1 \$5,000.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WPBF M 10/15/12 9:20 PM DWTS Prime Other :30 USPRTV20ACH \$5,000.00 NM									
Credited									
35	10/15/12	10/15/12	WPBF News 25 @ 5am	5-530am	M-----	:30	1	\$125.00	NM
Class of Time - Pre-emptible with notice									
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
10/15/12 10/21/12 M----- 1 \$125.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WPBF M 10/15/12 4:59 AM WPBF News 25 @ 5am 5-530am :30 USPRTV20ACH \$125.00 NM									
Credited									
36	10/15/12	10/15/12	WPBF News 25 Mornings	5:30-5:57am	M-----	:30	1	\$200.00	NM
Class of Time - Pre-emptible with notice									
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
10/15/12 10/21/12 M----- 1 \$200.00									

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Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/Week	Rate	Type
36	10/15/12	10/15/12	WPBF News 25 Mornings	5:30-5:57am	M-----	:30	1	\$200.00	NM
Class of Time - Pre-emptible with notice									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WPBF M 10/15/12 5:43 AM WPBF News 25 Mornings @ 5:30 5:30-5:57am :30 USPRTV20ACH \$200.00 NM									
37	10/09/12	10/12/12	The View	11A-12PM	-TWTF--	:30	2	\$475.00	NM
Class of Time - Pre-emptible with notice									
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
10/08/12 10/14/12 -TWTF-- 2 \$475.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WPBF W 10/10/12 10:58 AM The View 11A-12PM :30 USPRTV20ACH \$475.00 NM									
2 WPBF Th 10/11/12 The View 11A-12PM :00 \$475.00 NM									
Credited									
38	10/09/12	10/12/12	M-F 3-4P	M-F 3-4P	-TWTF--	:30	3	\$350.00	NM
Class of Time - Immediately Pre-emptible without notice									
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
10/08/12 10/14/12 -TWTF-- 3 \$350.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WPBF Tu 10/09/12 3:57 PM M-F 3-4P M-F 3-4P :30 FLSNTV03ACH \$350.00 NM									
2 WPBF W 10/10/12 3:39 PM M-F 3-4P M-F 3-4P :30 USPRTV20ACH \$350.00 NM									
3 WPBF F 10/12/12 3:38 PM M-F 3-4P M-F 3-4P :30 USPRTV20ACH \$350.00 NM									
39	10/09/12	10/12/12	Dr. Oz	4-5p	-TWTF--	:30	3	\$450.00	NM
Class of Time - Immediately Pre-emptible without notice									
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
10/08/12 10/14/12 -TWTF-- 3 \$450.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WPBF Tu 10/09/12 4:40 PM Dr. Oz 4-5p :30 FLSNTV03ACH \$450.00 NM									
2 WPBF W 10/10/12 4:12 PM Dr. Oz 4-5p :30 USPRTV20ACH \$450.00 NM									
3 WPBF Th 10/11/12 4:37 PM Dr. Oz 4-5p :30 USPRTV20ACH \$450.00 NM									
40	10/13/12	10/13/12	ABC College Football	12-330pm	-----S-	:30	1	\$1,500.00	NM
Class of Time - Pre-emptible with notice									
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
10/08/12 10/14/12 -----S- 1 \$1,500.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WPBF Sa 10/13/12 2:14 PM ABC College Football 12-330pm :30 USPRTV20ACH \$1,500.00 NM									
41	10/13/12	10/13/12	M-Sun 1130p-12am Late	1130p-1205am	-----S-	:30	1	\$375.00	NM
Class of Time - Immediately Pre-emptible without notice									
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
10/08/12 10/14/12 -----S- 1 \$375.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WPBF Sa 10/13/12 11:32 PM M-Sun 1130p-12am Late News 1130p-1205am :30 USPRTV20ACH \$375.00 NM									
43	10/09/12	10/12/12	GENERAL HOSPITAL	GENERAL HOSPIT	-TWTF--	:30	2	\$500.00	NM
Class of Time - Pre-emptible with notice									
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
10/08/12 10/14/12 -TWTF-- 2 \$500.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WPBF W 10/10/12 2:27 PM GENERAL HOSPITAL GENERAL HOSPIT :30 USPRTV20ACH \$500.00 NM									
2 WPBF Th 10/11/12 2:59 PM GENERAL HOSPITAL GENERAL HOSPIT :30 USPRTV20ACH \$500.00 NM									
44	10/09/12	10/12/12	WPBF News 25 Mornings	5:30-5:57am	-TWTF--	:30	1	\$250.00	NM
Class of Time - Pre-emptible with notice									
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
10/08/12 10/14/12 -TWTF-- 1 \$250.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WPBF W 10/10/12 5:39 AM WPBF News 25 Mornings @ 5:30 5:30-5:57am :30 USPRTV20ACH \$250.00 NM									

INVOICE

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WPBF
PO Box 26885
Lehigh Valley, PA 18002-6885

Invoice #	Invoice Date	Invoice Month	Invoice Period
933816-1	10/21/12	October 2012	10/01/12 - 10/15/12
Advertiser	Product	Estimate Number	
American Crossroads	AMERICAN CORSSROADS	1776	

www.thewpbfcchannel.com

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/Week	Rate	Type
44	10/09/12	10/12/12	WPBF News 25 Mornings	5:30-5:57am	-TWTF--	:30	1	\$250.00	NM
	Class of Time - Pre-emptible with notice								
45	10/09/12	10/12/12	WPBF News 25 @ 5am	5-530am	-TWTF--	:30	1	\$150.00	NM
	Class of Time - Pre-emptible with notice								
	Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>			
		10/08/12	10/14/12	-TWTF--	1	\$150.00			
	Spots:	#	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length Ad-ID
		1	WPBF W	10/10/12	5:23 AM	WPBF News 25 @ 5am		5-530am	:30 USPRTV20ACH
									\$150.00 NM
46	10/09/12	10/12/12	4:30a-5a	430a-5a	-TWTF--	:30	2	\$50.00	NM
	Class of Time - Immediately Pre-emptible without notice								
	Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>			
		10/08/12	10/14/12	-TWTF--	2	\$50.00			
	Spots:	#	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length Ad-ID
		1	WPBF W	10/10/12	4:38 AM	4:30a-5a		430a-5a	:30 USPRTV20ACH
		2	WPBF F	10/12/12	4:44 AM	4:30a-5a		430a-5a	:30 USPRTV20ACH
									\$50.00 NM
47	10/09/12	10/12/12	WPBF News 25 @ 5am	5-530am	-TWTF--	:30	3	\$125.00	NM
	Class of Time - Pre-emptible with notice								
	Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>			
		10/08/12	10/14/12	-TWTF--	3	\$125.00			
	Spots:	#	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length Ad-ID
		2	WPBF W	10/10/12	4:59 AM	WPBF News 25 @ 5am		5-530am	:30 USPRTV20ACH
		3	WPBF Th	10/11/12	4:59 AM	WPBF News 25 @ 5am		5-530am	:30 USPRTV20ACH
		1	WPBF F	10/12/12	5:10 AM	WPBF News 25 @ 5am		5-530am	:30 USPRTV20ACH
									\$125.00 NM
48	10/09/12	10/12/12	WPBF News 25 Mornings	5:30-5:57am	--WTF--	:30	4	\$200.00	NM
	Class of Time - Pre-emptible with notice								
	Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>			
		10/08/12	10/14/12	--WTF--	4	\$200.00			
	Spots:	#	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length Ad-ID
		1	WPBF W	10/10/12	5:58 AM	WPBF News 25 Mornings @ 5:30	5:30-5:57am	:30 USPRTV20ACH	\$200.00 NM
		3	WPBF Th	10/11/12	5:45 AM	WPBF News 25 Mornings @ 5:30	5:30-5:57am	:30 USPRTV20ACH	\$200.00 NM
		2	WPBF F	10/12/12	5:40 AM	WPBF News 25 Mornings @ 5:30	5:30-5:57am	:30 USPRTV20ACH	\$200.00 NM
		4	WPBF F	10/12/12	5:58 AM	WPBF News 25 Mornings @ 5:30	5:57am	:30 USPRTV20ACH	\$200.00 NM
49	10/13/12	10/13/12	M-Sun 1130p-12am Late	1130p-1205am	-----S-	:30	1	\$475.00	NM
	Class of Time - Pre-emptible with notice								
	Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>			
		10/08/12	10/14/12	-----S-	1	\$475.00			
	Spots:	#	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length Ad-ID
		1	WPBF Sa	10/13/12	11:56 PM	M-Sun 1130p-12am Late	News	1130p-1205am	:30 USPRTV20ACH
									\$475.00 NM
50	10/09/12	10/12/12	Dr. Oz M-F 9-10a	9-10a	-TWTF--	:30	2	\$275.00	NM
	Class of Time - Pre-emptible with notice								
	Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>			
		10/08/12	10/14/12	-TWTF--	2	\$275.00			
	Spots:	#	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length Ad-ID
		2	WPBF W	10/10/12	9:37 AM	Dr. Oz M-F 9-10a		9-10a	:30 USPRTV20ACH
		1	WPBF F	10/12/12	9:19 AM	Dr. Oz M-F 9-10a		9-10a	:30 USPRTV20ACH
									\$275.00 NM
51	10/13/12	10/13/12	Sat 6-7am News	Sat 6-7am	-----S-	:30	1	\$175.00	NM
	Class of Time - Pre-emptible with notice								
	Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>			
		10/08/12	10/14/12	-----S-	1	\$175.00			
	Spots:	#	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length Ad-ID
		1	WPBF Sa	10/13/12	6:24 AM	Sat 6-7am News		Sat 6-7am	:30 USPRTV20ACH
									\$175.00 NM
52	10/09/12	10/12/12	M-F 5pm News	5-6pm	-TWTF--	:30	1	\$700.00	NM

This invoice is subject to Hearst Television's Terms and Conditions which can be reviewed on our company website at www.hearsttelevision.com/for_advertisers
 We warrant that the actual broadcast information shown on this invoice was taken from the program log

INVOICE

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WPBF
PO Box 26885
Lehigh Valley, PA 18002-6885

Invoice #	Invoice Date	Invoice Month	Invoice Period
933816-1	10/21/12	October 2012	10/01/12 - 10/15/12
Advertiser		Product	Estimate Number
American Crossroads		AMERICAN CORSSROADS	1776

www.thewpbffchannel.com

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
Class of Time - Pre-emptible with notice									
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u>									
10/08/12 10/14/12 -TWTF-- 1 \$700.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WPBF Th 10/11/12 5:11 PM M-F 5pm News 5-6pm :30 USPRTV20ACH \$700.00 NM									
53	10/09/12	10/12/12	WPBF News 25 @ 5am	5-530am	-TWTF--	:30	1	\$200.00	NM
Class of Time - Pre-emptible with notice									
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u>									
10/08/12 10/14/12 -TWTF-- 1 \$200.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WPBF Tu 10/09/12 5:10 AM WPBF News 25 @ 5am 5-530am :30 FLSNTV03ACH \$200.00 NM									
54	10/09/12	10/12/12	WPBF News 25 Mornings	5:30-5:57am	-TWTF--	:30	1	\$300.00	NM
Class of Time - Pre-emptible with notice									
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u>									
10/08/12 10/14/12 -TWTF-- 1 \$300.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WPBF Tu 10/09/12 5:56 AM WPBF News 25 Mornings @ 5:30-5:57am 5-530am :30 FLSNTV03ACH \$300.00 NM									
55	10/09/12	10/12/12	10-11a Anderson Cooper	10-11a	-TWTF--	:30	1	\$350.00	NM
Class of Time - Pre-emptible with notice									
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u>									
10/08/12 10/14/12 -TWTF-- 1 \$350.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WPBF F 10/12/12 10:48 AM 10-11a Anderson Cooper 10-11a :30 USPRTV20ACH \$350.00 NM									
56	10/10/12	10/12/12	WPBF News 25 Mornings	6-7AM	--WTF--	:30	3	\$650.00	NM
Class of Time - Fixed Non Pre-emptible									
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u>									
10/08/12 10/14/12 --WTF-- 3 \$650.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
2 WPBF W 10/10/12 6:28 AM WPBF News 25 Mornings 6-7AM :30 USPRTV20ACH \$650.00 NM									
3 WPBF Th 10/11/12 6:39 AM WPBF News 25 Mornings 6-7AM :30 USPRTV20ACH \$650.00 NM									
1 WPBF F 10/12/12 6:24 AM WPBF News 25 Mornings 6-7AM :30 USPRTV20ACH \$650.00 NM									
57	10/10/12	10/12/12	WPBF News 25 Mornings	5:30-5:57am	--WTF--	:30	1	\$375.00	NM
Class of Time - Fixed Non Pre-emptible									
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u>									
10/08/12 10/14/12 --WTF-- 1 \$375.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WPBF Th 10/11/12 5:30 AM WPBF News 25 Mornings @ 5:30-5:57am 5-530am :30 USPRTV20ACH \$375.00 NM									
58	10/13/12	10/13/12	Sat 5-6am News	Sat 5-6am	-----S-	:30	1	\$200.00	NM
Class of Time - Fixed Non Pre-emptible									
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u>									
10/08/12 10/14/12 -----S- 1 \$200.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WPBF Sa 10/13/12 5:10 AM Sat 5-6am News Sat 5-6am :30 USPRTV20ACH \$200.00 NM									
59	10/13/12	10/13/12	Sat 6-7am News	Sat 6-7am	-----S-	:30	1	\$275.00	NM
Class of Time - Pre-emptible with notice									
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u>									
10/08/12 10/14/12 -----S- 1 \$275.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WPBF Sa 10/13/12 6:09 AM Sat 6-7am News Sat 6-7am :30 USPRTV20ACH \$275.00 NM									
60	10/15/12	10/15/12	M-SUN WPBF News 25 (11-11:35PM		M-----	:30	1	\$1,575.00	NM
Class of Time - Fixed Non Pre-emptible									
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u>									
10/15/12 10/21/12 M----- 1 \$1,575.00									

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**WPBF
PO Box 26885
Lehigh Valley, PA 18002-6885**

<u>Invoice #</u>	<u>Invoice Date</u>	<u>Invoice Month</u>	<u>Invoice Period</u>
933816-1	10/21/12	October 2012	10/01/12 - 10/15/12
<u>Advertiser</u>	<u>Product</u>	<u>Estimate Number</u>	
American Crossroads	AMERICAN CORSSROADS	1776	

www.thewpbchannel.com

Payment Terms 30 Days

Gross Total **\$49,850.00**

\$49,850.00

Agency Commission

\$7,477.50

Net Amount Due

\$42,372.50